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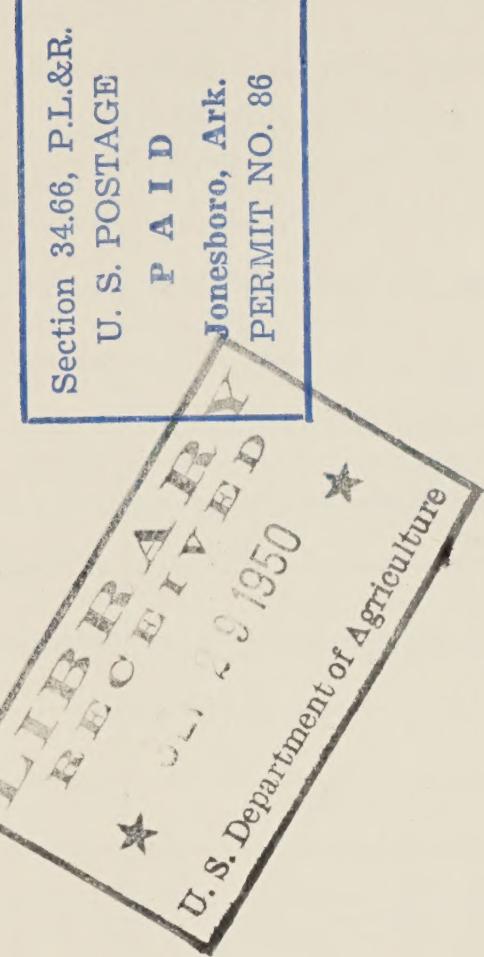
Sept. 1950

RUSSWARD

Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARK.



Library, U.S. Dept. of Agriculture
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PRICE LIST

We Proudly Present

FRINGETTE SERIES

These lovely plants are attaining an enormous popularity due to the fluffy, frilly nature of their growth. Flower and leaves are both crimped at the margins, and the overall effect is very unusual, breathtakingly lovely. Available in six colors:

Dark Blue	\$2.00	Medium Blue	\$2.00
Red Lavender	\$2.25	Blue Lavender	\$2.25
Pale Mauve	\$2.75	White	\$2.75

WHITE GIRL HYBRIDS

These exquisite plants are the results of crosses of White Lady on various Girl foliages. All are guaranteed predominantly white. Some are pure white, some with white flower bordered with blue or lavender, or the two upper petals tinged with color, or faint coloring in the center of the flower or radiating from the center, star-fashion. Very worthwhile addition to the Girl group. Satisfaction positively guaranteed \$2.75

BLUE EYED BEAUTY

A luscious new white with dark blue center. Flowers of monstrous size. You'll be thrilled by these beautiful, husky three-inch plants \$3.00

WHITE BEAUTY

It is indeed a heady sensation to have a choice of excellent whites. This one has a semi-quilted, dentate leaf, large white flower set off by faint pale blue shading (much paler than Blue Eyed Beauty) at the center. Three-inch \$2.00

ROSIE O'GRADY

Finest and loveliest of the pinks to date. Large pointed leaves, excellent habit. Large pink flower with overlaid rose star. Makes an unusually large plant \$2.00

POLKA DOT

This is a cute little number. An improved Orchid Beauty with the added attraction of a white dot at the tip of each flower petal. Amazingly profuse \$1.75

GORGEOUS BI-COLOR

Have to fall back on the old cataloguer's phrase "must be seen to be appreciated" on this one. Completely new and different in spite of the name. Light and dark lavender combination

\$2.00

NOTE NEW FALL PRICES ON THESE RECENT INTRODUCTIONS . . .

Red King—Had this one before, but it still falls in the "new" catagory. Finest red to date \$1.75

Mentor Boy Supreme—(Black Beauty) Really a thrilling variety. DuPont size flowers about the shade of a "black" tulip. Extremely dark purple. Unusually profuse for a Supreme \$1.75

Double Neptune—(Queen Neptune) Lovely slick neptune foliage with red reverse, exquisite double dark violet flowers \$2.25

McFarland's Blue Warrior—This has steadily gained in popularity. Enormous medium pale blue flowers, dark foliage. Makes an incredibly large plant \$2.00

Moire—Variegation of rich purple blossom resembles Moire taffeta. Medium green foliage \$1.50

Old Lace—Deeply scalloped leaves. Dark blue flowers carried high and profusely \$1.75

THE FOLLOWING VARIETIES — \$1.50

Blue Knight	Lilac Princess
Blue Ripple	Periwinkle
Brown's Pet	Pink Girl
Double Orchid	Rosalie
Thirty-Two	Sailor Girl
Ruffles	

THE FOLLOWING VARIETIES — \$1.25

Amethyst	Mentor Boy
Bi-Color	Orchid Beauty
Blue Butterfly	Purple Beauty
Blue Girl	Purple Prince
Blush Maid	Red Girl
Blush Orchid	Red Head
Double Duchess	Tinted Lady
Kewensis	Von Deitrich
Lavender Lady	White Lady

Shipping Information—Plants shipped in 2-inch pots in which they are grown. Cultural instructions included. List price includes packing and mailing cost. All orders sent special handling. We guarantee safe arrival of plants.

News Letter

September, 1950

Dear Friends:

Get your mind off the war for a minute and let's talk violets.

Had any trouble with marked flowers this summer? When the daytime temperature gets up around ninety-some-odd and the night temperature drops to sixty, flower-marking often results. White streaks down the center of the petals from the corona to the outer edge. The prevailing theory is that African Violet temperature shouldn't vary more than ten or fifteen degrees. If you live in a locality subject to sudden drops in night temperature, it might not be a bad idea to lower the windows in front of the plants before you go to bed.

Nobody knows anything about violets. Now before you get mad, let me explain what I mean. Men were growing roses several centuries before Christ. Horticultural handbooks dating from Elizabethan times recommend substantially the same rose culture which is practiced today. The first Saintpaulia seed, on the other hand, was sent to Europe from Africa in 1893, a little more than fifty years ago. And consider the fate of the

poor Saintpaulia grower. His eager quest for information about his hobby leads him into a maze of conflicting information.

Having been on the scene for such a short time, it is to be expected that African Violet lore will be long on theory and short on fact. What seems true today has a disconcerting way of turning out to be false tomorrow. We have had occasion to feel silly more than once. For that reason we try to precede our statements in these letters with "perhaps" or "usually" or "many collectors believe."

Truth of the matter is that there's very little of this information that we're sure of. We base the discussion in this leaflet on our greenhouse experience here, on what tips we can glean from other growers, and on the reports you customers send in. All this information frequently conflicts. For example, people grow violets in north windows in Wisconsin; in Mississippi plants in a northern exposure just sit and do nothing. Why? Reflection from winter snow maybe? I don't know. Lots of things I don't know. So if you've been growing violets successfully for years and I come long and say you're all wet, don't pay any attention.

FOR THE GARDEN CLUB PROGRAM

Strangely enough, African Violets actually did come from Africa. The first seeds were sent to Walter von Saint Paul-Illaire, of Silesia, Germany, by his son in Usambara, East Africa. The elder Saint Paul-Illaire took some of the plants to Herman Wendland, then director of the Royal

Botanical Gardens at Herrenhausen in Hanover. In 1893 the plant was described in detail by Herr Wendland, who also gave it the genus name, *Saintpaulia*, in honor of the Saint Paul-Illaire family, and the species name, *ionantha*.

Ownership rights of the new genus were bought by the seed firm of Ernst Benary of Erfurt, Germany, and in 1898 the first plants were offered for sale. It is interesting to know that this firm has survived two world wars and at the present time are offering for sale three *Saintpaulia* varieties, a dark blue, a light blue, and a red-lavender.

Several other species have been discovered since that time, and are gradually finding their way into American greenhouses. Though most of the present-day varieties are descended, either by cross-pollination or by sport, from *S. ionantha*, the future promises new families from such parents as *S. diplotricha* (popularly - and incorrectly, - known as *Kewensis*), *S. grotei*, *S. tongwensis*, *S. orbicularis*, and *S. goetzeana*.

A propos of European *Saintpaulias*, you'd think that the lack of central heating in Europe would give the African Violet pretty tough going in the homes over there. A friend writes from Norway, however, that she has spotted quite a few violets of different colors and types in the Scandinavian florist shops. Imagine we will have more African Violet tales from distant travelers when this summer's crop of vacationists is back home again.

Yours,

"Russ"

RUSSWARD Saintpaulia Growers



**629 W. MATTHEWS AVE.
JONESBORO, ARKANSAS**

Sustaining Member African Violet Society of America, Inc.

Ship To _____ Date _____

Street or R.F.D. _____

Town and State

Amount Enclosed \$.

If this order is being sent as a gift, please write your own name and address below, since we would like to notify you of shipment.

Gift wrapping on request.

Does Your Order Total \$10.00 or More? If So, Please
Select A \$1.25 Variety As A Gift From Us.

ARKANSAS CUSTOMERS: ADD 2% SALES TAX

